



# Regulation

on the organization of the international open call for the formation of a unitary curatorial collective, responsible for the artistic coherence and strategic coordination of the “Timișoara 2023 - European Capital of Culture” Programme.

## I. Argument

Together with the priority programme TM2023 RESTART, the Timișoara Center for Projects has taken responsibility for the objective of assuring the non refundable financing with funds from the local budget for the flexible development, in the year 2021, of the cultural programme “Timișoara 2023 - European Capital of Culture”, as well as for the objective of consolidating the programme and its development up until 2023, in relation with the concept and the strategic directions from the Bid Book.

In this context and for these purposes, the curatorial team with complementary attributes, which will be formed through this international open call, will take into its care the artistic coherence and strategic coordination of the “Timișoara 2023 - European Capital of Culture” programme. Through the strategies and principles from the Bid Book, this team will have the task of helping to put into motion local resources, the creativity and inventivity of the people towards the cultural development which a European city needs.

## II. Context

Timișoara is a space of diversity and of resilience in the face of historic challenges. Over time, but also recently, our city has built a complex identity which waits to be expressed. Today, communities can come together, they can offer each other solutions and can become more connected, responding to their cultural and social needs with the same consistency and openness they have manifested in the past.

In 1884, Timișoara was the first city in continental Europe with electrical street lighting. Today, here, we can power innovation. In 1989, the sparks of the Revolution against the dictatorial regime were ignited on the streets of Timișoara. Today, the sacrifice and the courage of the people allow us to speak about the dreams and potential of an ambitious city to grow, value and recognize its true qualities. In 2016, with its aspiring candidature and motto “Shine your light - Light up your city!” Timișoara won the title of European Capital of Culture, to be held in the year 2021, a title which offered this city a chance to open itself to the world and to express the lively facets of its local culture. But in 2020, the global COVID-19 crisis caused the title to be postponed to 2023, which brought new challenges to a context which was already in a process of transformation.



**The Timișoara 2023 concept** relies on the stimulation and generation of a new sentiment of community, of cohabitation and of contemporary resilience. This is our chance to respond to the profound crisis of trust and uncertainty which Timișoara and the whole world is confronting in the 21st century. The spirit of Timișoara can be reignited through dialogue and reflection upon our culture. The purpose is to connect the people with the discussion about the future of our city, to allow them to have a word to say about our new context and to reset into motion the civic and creative energy of all the citizens and of the places they inhabit. In 2023, together with Elefsina (Greece) and Veszprém (Hungary), Timișoara will be a European Capital of Culture, sharing its values and aspirations with Europe and with the world.

The artistic vision starts from the metaphor of the light which shines its way through the darkness and allows us to identify and distinguish the challenges which Europe is facing today, from 3 main perspectives:

- **From the perspective of the People**, who are the essence of the community. They need to unblock their civic energy and their ability to think critically and speak up, to accept responsibilities and to take measures. We need to raise the level of social inclusion, to honor diversity and to value the potential of everyone, equally.
- **From the perspective of the Places**, which are the cornerstones of our society. We try to treasure our heritage and public spaces, to find new uses for old buildings or forgotten places from our city, after decades of negligence and improper use.
- **From the perspective of the Connections** which define the complexity and the interdependence of elements within a system. We form a common vision for the future of the city and we try to join global, socially involved, creative movements. We are redefining the international profile of Timișoara as a model for a connected, aware and intercultural space.

**The Cultural Programme** was created as a map with Territories, Stations and Trails, which will be followed by the audience, offering the possibility to explore according to their own interests. The stations approach, point by point, the challenges which our city and the region is confronted with. Additionally, they create contexts for artists and cultural operators to propose specific events and activities. At the same time, Stations represent structures which will maintain the coherence of the Cultural Programme and its objectives, leaving room for flexibility and development along its Trails.

**The Audience Growth Strategy** is the central tactic which influenced the structure of the whole European Capital of Culture project for Timișoara. The artistic vision, the Cultural Programme, the consolidation of capacity and the European dimension form the three stages for audience development: attracting, involving and engaging the public.

**The Location Strategy** also follows the three steps of the audience development process, constantly aiming to grow its cover range by way of the people - from individual persons, to communities, public space to the entire region and beyond.

In this strategic context the accesibilization of culture targets the approach of three perspectives:



- physical obstacles, analyzed not only from the perspective of disabled people, but also that of those who live, for example, in periphery zones with low public transportation possibilities;
- access to information for the target audience, using communication methods which include people who do not have access to the internet;
- from the standpoint of the artistic content, by adapting it to people with sensory deficiencies, by involving guides and cultural mediators for the wide audience.

**The Marketing and Communication Strategy** is also built around the Cultural Programme and the audience growth strategy. The Cultural Programme is centered on people and it invites the audience to become involved in the creation and communication of relevant cultural content.

The Timișoara 2021 - European Capital of Culture Bid Book can be consulted here:  
[https://www.capitalaculturala2021.ro/Files/bidbook/Timisoara/BidbookTM2021\\_EN\\_digital-2.pdf](https://www.capitalaculturala2021.ro/Files/bidbook/Timisoara/BidbookTM2021_EN_digital-2.pdf)

### III. Who can apply

- (1) This call is addressed to curators and professional culture workers with at least 5 years experience in the conceptualization and implementation of cultural programmes and projects.
- (2) The applicants will have to present relevant portfolios for the positions they are running for, from the perspective of their professional formation or the amplexness of the national/international projects they have worked on and their contributions to their impact. Their connections to relevant local and international networks for Timișoara 2023 - European Capital of Culture, as well as their familiarity to the local cultural scene and to the "European Capitals of Culture" action of the European Union are highly important.
- (3) The Timișoara 2023 Curatorial Team will consist of 7 professionals with different roles, depending on their expertise and specialization:
  - **Curator** with relevant experience in themes and concepts like: personal and collective memories, analogical culture, interpersonal challenges in the digital era, cultural resilience, stereotypes, marginalisation, discrimination, oppression and overcoming of old lines of thought (with an accent on the People territory from the Bid Book);
  - **Curator** with relevant experience in themes and concepts like: democratisation of the common space, active citizenship in neighbourhoods and in the periphery, reclaiming public space, participatory urban planification, revitalization of industrial patrimony, valorification of historical neighbourhoods and their intangible heritage, activation of neglected spaces (with an accent on the Places territory from the Bid Book);
  - **Curator** with relevant experience in the approach of themes and concepts like: interdependencies, diversity, similarities, migration, resettlement, free mobility,



universality, intercultural dialogue, old and new paradigms, experiment, innovation, networks, connections over national territories and borders, spirituality, humanity (with an accent on the Connections territory from the Bid Book);

- **Expert** with significant experience in the management of cultural production of large scale national / international events;
  - **Expert** with significant experience in the successful development and implementation of communications and marketing strategies for national / international projects and events in the cultural field;
  - **Expert** with significant experience in the development and implementation of audience growth strategies for cultural programs and organizations, including the introduction of innovative methods and instruments for cultural education and mediation;
  - **Expert** with significant experience in the facilitation of community relations and social inclusion, accesibilization and participation to culture, attraction and involvement of marginalized and vulnerable groups in cultural activities;
- (4) The applicants we are looking for should speak English on a proficient level and should have the ability and flexibility to work in teams or in a hybrid online-offline mode in Timișoara or remotely, on the entire duration of their mandate, up until the beginning of the year 2024. Travel costs will be covered by the Center for Projects of the Municipality of Timișoara.

#### IV. The attributes of the Timișoara 2023 Curatorial Team

- (1) Adapting, in a realistic and innovative way, the cultural program "Timișoara 2023 - European Capital of Culture" to the pandemic context and to the new year of title bestowment, starting from the content which Timișoara committed to through the Bid Book. Another starting point is all that has been realized in the 2017-2021 period, and what can be continued further by analyzing the current challenges and opportunities together with the public funding authorities.

The adaptation process will be the result of a dialogue with the cultural operators which are a part of the cultural program and also with new cultural operators, as well as with a series of other organisations, institutions and interested public authorities.

- (2) Developing and implementing a mechanism for extending the involvement of institutions and cultural operators in the Cultural Program "Timișoara 2023 - European Capital of Culture", through open calls for its completion and/or consolidation, on the level of its general concept, as well as on the levels of specific concepts per Territory, Station or Trace, by reference to the dimensions and to the strategic objectives that the programme has committed to and by collaboration with the public funding authorities. Collaboration mechanisms between the public and private sector, or between state cultural institutions and independent ones will need to be prioritized, as well as



encouraging innovative approaches to the role of culture in city life. The curatorial team will be responsible for the development of open calls and their mechanisms, objectives, domains, partnerships, funding limits, criteria and evaluation methods.

- (3) Coordinating the development and implementation of the “Timișoara 2023 - European Capital of Culture” program in the 2022 - 2024 period, in a coherent and integrating way, in accord with its dimensions and strategic objectives, by working together and regularly with the organisers and their implementation partners, on dimensions regarding concept and artistic vision, European aspect, new European and international partnerships and audience growth.

There will be regular work sessions of the Curatorial Team with the partners involved, on the level of Territory, Station and Trails (according to the concepts from the Bid Book), as well as on the level of the “Timișoara 2023 - European Capital of Culture” Programme. Also, the members of the curatorial team, according to their needs, will collaborate constantly with the partners of the program on key components like: marketing and cultural communication, cultural planning and production competence consolidation, education and cultural mediation, construction and engagement of communities.

- (4) The coordination of the process of harmonizing the calendar with the locations for large-scale official events of the “Timișoara 2023 - European Capital of Culture” Programme.
- (5) Developing strategic directions connected to the evolution of the “Timișoara 2023 - European Capital of Culture” Programme on transversal components regarding partnership and network development, consolidation of cultural competences, audience growth, monitorization and evaluation, fundraising and fund accessing, marketing and communication.
- (6) Taking part in semestrial meetings for presenting the progress regarding the development and implementation of the “Timișoara 2023 - European Capital of Culture” Programme.
- (7) Taking part in trimestrial meetings with the representatives of the main public funding authorities and with representatives of the European Commission, of the strategic partners on themes like education, tourism, local economy, private and European funding, or of past, present or future European Capitals of Culture;
- (8) Direct involvement in dissemination activities of the “Timișoara 2023 - European Capital of Culture” Programme, as well as different activities and events dedicated to its consolidation, according to the agreed upon calendar;
- (9) Participation to the regular meetings with representatives of the media on local and international levels (a minimum of 4 meetings per year for each of the members of the curatorial team);
- (10) Taking part in the communal work meetings of the curatorial team;
- (11) Constant collaboration with the manager of the “Timișoara 2023 - European Capital of Culture” Programme, who will be appointed from the team of the Timișoara Project



Center and who will be responsible for the general coordination and for the correlation of the curatorial team with the activity of the specialized teams of the main public funding authorities, as well as with other organisations, institutions and public authorities interested in contributing to the success of the "Timișoara 2023 - European Capital of Culture" Programme.

## **V. The selection process of the Timișoara 2023 Curatorial Team**

- (1) The selection of the members of the Timișoara 2023 curatorial team will be accomplished by a commission of independent experts with professional training and experience in the field of the positions for which the selection is organised.
- (2) The members of the selection committee are appointed by decision by the director of the Center for Projects of Timișoara, and are chosen from the proposals made by the Cultural Programmes and Public Relations departments, ensuring the coverage of all the competencies necessary for the evaluation of candidates.
- (3) Every member of the committee will sign at the beginning of the evaluation session a declaration of impartiality and avoidance of conflicts of interests.
- (4) To the selection committee cannot be assigned a person who is in the following situations:
  - a. has patrimonial relations to any of the candidates or their interests, or their spouses, may affect the impartiality and objectivity of the evaluation;
  - b. is a spouse, kin or relative, event to the 4th degree, of any of the applicants or of another member of the selection committee;
- (5) The situations mentioned in point 4 (a. and b.) should be announced by the involved person, by any of the applicants, or by any interested person, at any point during the organization and development of the selection process.
- (6) The members of the selection committee are bound to inform, in writing, with celerity, the Center for Projects of Timișoara, about the appearance of any of the aforementioned situations from point 4 (a. and b.). In these cases, the members of the selection committee are bound to abstain from participation or from taking any decisions regarding the contest.
- (7) In the cases in which the situations mentioned in point 4 (a. and b.) are revealed after the development of one of the stages of selection, the result of the stages are recalculated by eliminating the member found to be in a situation of incompatibility or conflict of interests.



- (8) For their activity, the members of the selection committee are awarded a fee on the basis of a contract signed and written according to the Civil Code. The fee will be granted on the basis of the completion and handing in of the evaluation report.
- (9) The members of the selection committee will mutually agree upon the default scores related to the selection criteria proposed by this Regulation, as well as the minimum score required to be obtained in stage 1 - pre-selection, in order to be admitted to the interview.
- (10) The selection committee will be assisted, during the entire period of the evaluation process, by a secretary with no right to vote, who will ensure the proper conduct of the deliberations.
- (11) The decisions of the selection board cannot be the subject of any appeal, as they are final and irrevocable.

## **VI. Application and selection stages**

- (1) The curators and cultural experts interested in this opportunity are invited to apply until October 21st, 2021.
- (2) The application consists of completing the online form, available here: [beta.primariatm.ro/centrul-de-proiecte/apel-echipa-curatoriala-timisoara-2023..](https://beta.primariatm.ro/centrul-de-proiecte/apel-echipa-curatoriala-timisoara-2023..)
- (3) The selection of the 7 curators and experts who will constitute the unitary collective responsible for the artistic coherence and the strategic coordination of the "Timișoara 2023 - European Capital of Culture" Programme will take place in two stages:
  - Stage 1 - Preselection: evaluating the information and the attachments included in the online form;
  - Stage 2 - Individual interviews with the preselected applicants;
- (4) The candidates who will obtain the minimal required score from the selection committee are declared accepted and are invited to the interview.
- (5) For the selection stages the scores are established as follows:
  - a. for stage 1 the score is a maximum of 100 points;
  - b. for stage 2 the score is a maximum of 100 points.
- (6) The final score is calculated as the arithmetic average of the scores obtained in the selection stages.
- (7) Candidates who have obtained the highest score after the 2 stages are declared admitted and contacted in order to sign a contract.



- (8) In the event that, for various reasons, the admitted candidates withdraw, at any time after the announcement of the results, the Center for Projects of the Timișoara Municipality may call on the following classified candidates for contracting.

## **VII. Criteria of selection**

(1) Criteria for Stage 1:

- Experience in implementation or monitoring of cultural programs and projects;
- Portfolio relevance to the specific role for which one applies;
- Personal contribution in the frame of the cultural programmes and projects named in the portfolio;
- The span of the programmes and projects from the portfolio, based on national / international artistic and cultural participations;
- The span of the programmes and projects from the portfolio, based on the attraction and involvement of audiences;
- Involvement in diversified local / national networks;
- Involvement in European / international networks;
- Familiarity and knowledge of the local cultural context, as well as the local cultural scene;
- Familiarity and knowledge of the "Timișoara 2023 - European Capital of Culture" Bid Book;
- Involvement in strategic processes specific to a European Capital of Culture.

(2) Criteria for Stage 2:

- Communication skills;
- Synthesis capacity;
- Complexity, initiative, creativity and diversity of past or current activities;
- Reasoning skills and the ability to take firm, impactful decisions;
- Influence, coordination and supervision skills;
- Coordination and monitoring skills;
- The ability to find solutions in crisis situations.

## **VIII. The selection committee**

- Adriana Babeți
- Ștefan Ghenciulescu
- Ovidiu Hrin
- Constantin Petcou
- Raluca Voinea





## **IX. Contract and remuneration of the Timișoara 2023 Curatorial Team**

The members of the Timișoara 2023 Curatorial Team will be remunerated on the basis of contracts each signed for the same determined period:

- Remuneration: 2000€/month, based on mandate and results;
- Collaboration period: November 2021 - March 2024.

## **X. Calendar**

<b>Term</b>	<b>Period</b>	<b>Activity</b>
1 calendar day	30.09.2021	Announcement of the open call for the Timișoara 2023 curatorial team
21 calendar days	30.09 - 21.10.2021	Application period
5 calendar days	22.10 - 26.10.2021	Stage 1 - Preselection Evaluation of the applicants by the selection committee
2 calendar days	27.10 - 28.10.2021	Stage 2 - Individual interviews with the preselected candidates
1 calendar day	29.10.2021	The announcement of the final results

## **XI. Final provisions, normative acts and other mentions**

- The bid book with which the city of Timișoara won the title of European Capital of Culture;
- Second Monitoring Meeting Report by the ECOC Expert Panel, June 2021 & Project Plan submitted by 1st September;
- Decision No 445/2014/EU of the European Parliament and of the Council of 16 April 2014 establishing a Union action for the European Capitals of Culture for the years 2020 to 2033 and repealing Decision No 1622/2006/EC;



- Order no. 3867 / 25.10.2016 of the Ministry of Culture and National Identity regarding the nomination of Timișoara as European Capital of Culture (CEaC) in 2021 in Romania, based on the recommendation of the jury of independent experts who evaluated the bid books within the CEaC 2021 competition in Romania and the final selection report;
- Decision (EU) 2020/2229 of the European Parliament and of the Council of 23 December 2020 amending Decision No 445/2014/EU establishing a Union action for the European Capitals of Culture for the years 2020 to 2033;
- Decision of the Local Council of Timișoara Municipality no. 535 / 31.10.2014 on the approval of the Cultural Strategy of Timișoara for the period 2014-2024;
- Decision of the Local Council of Timișoara Municipality no. 395 / 22.09.2015 on approving the candidacy of the Municipality of Timișoara and the commitment of financial support in 2017-2022 for the participation in the action of the European Union Capital of Culture for 2021 in Romania, in case Timișoara is declared the winning city;
- Decision of the Local Council of Timișoara Municipality no. 84 / 16.03.2021 regarding the establishment of the Center for Projects of Timișoara Municipality, by amending the Decision of the Local Council of Timișoara Municipality no. 270/2020;
- Decision of the Local Council of Timișoara Municipality no. 132 / 22.04.2021 regarding the approval of the local budget of the Municipality of Timișoara for the year 2021;
- Decision no. 44 / 29.09.2021 of the director of the Center for Projects of Timișoara Municipality regarding the approval of the *Regulation on the organization of the international open call for the formation of a unitary collective, responsible for the artistic coherence and strategic coordination of the "Timișoara 2023 - European Capital of Culture" Programme* and of the Selection Committee.